



**SARDAR PATEL UNIVERSITY**  
**Faculty of Business Studies**  
**Programme: Master of Commerce (M. COM.)**  
**(Under Choice Based Credit System)**



(With effect from: June, 2016)

**E-Business**  
**Semester: III**

| Course Type              |                       | Course Code | Name of the Course                          | Theory/<br>Practical | Credit | Contact<br>Hrs/Week | Exam<br>Duration<br>in Hrs | Component of Marks            |                               |                            |
|--------------------------|-----------------------|-------------|---|----------------------|--------|---------------------|----------------------------|-------------------------------|-------------------------------|----------------------------|
|                          |                       |             |   |                      |        |                     |                            | Internal<br>Total/<br>Passing | External<br>Total/<br>Passing | Total<br>Total/<br>Passing |
| Foundation               |                       | PM03FMEB02  | Start-Up Entrepreneurship                   | Theory               | 4      | 4                   | 2                          | 50/20                         | 50/20                         | 100/40                     |
| Core                     |                       | PM03CMEB04  | E-Commerce Operations Management            | Theory               | 4      | 4                   | 2                          | 50/20                         | 50/20                         | 100/40                     |
|                          |                       | PM03CMEB05  | Marketing Research                          | Theory               | 4      | 4                   | 2                          | 50/20                         | 50/20                         | 100/40                     |
|                          |                       | PM03CMEB06  | Commerce: Managerial Applications           | Theory               | 4      | 4                   | 2                          | 50/20                         | 50/20                         | 100/40                     |
|                          |                       | PM03CMEB07  | Mobile Applications Development             | Theory/<br>Practical | 4      | 4                   | 2                          | 50/20                         | 50/20                         | 100/40                     |
| Elective-I<br>(Any One)  | Marketing             | PM03EMEB08  | Strategic Marketing Management              | Theory               | 4      | 4                   | 2                          | 50/20                         | 50/20                         | 100/40                     |
|                          | Finance               | PM03EMEB09  | Strategic Financial Management              | Theory               | 4      | 4                   | 2                          | 50/20                         | 50/20                         | 100/40                     |
|                          | Human Resource        | PM03EMEB10  | Strategic Human Resource Management         | Theory               | 4      | 4                   | 2                          | 50/20                         | 50/20                         | 100/40                     |
| Elective-II<br>(Any One) | Networking & Security | PM03EMEB11  | Cyber Security                              | Theory               | 4      | 4                   | 2                          | 50/20                         | 50/20                         | 100/40                     |
|                          | Programming           | PM03EMEB12  | Website Development                         | Theory/<br>Practical | 4      | 4                   | 2                          | 50/20                         | 50/20                         | 100/40                     |
| Social/<br>Extension     |                       | PM03SMEB02  | Social and Business Perspective Development | Theory               | 2      | 2                   | 1                          | 25/10                         | 25/10                         | 50/20                      |